```
Set     Items    Description
S1      26202    VIRTUAL()REALIT? OR VR OR AVATAR
S2      1823933  SHOP? OR STORE? OR MARKET? OR RETAIL? OR VENDOR? OR MALL? -
           OR   SHOWROOM? OR SHOW()ROOM? ? OR AUCTION?
S3      701103   TRANSACTION? ? OR TRADE OR TRADES OR TRADING
S4      52817    LIVE
S5      940682   SIMULAT?
S6      461      S1(15N)S2
S7      1        S6 AND S4 AND S5
S8      36       S6(10N)(S4 OR S5)
S9      30       S8 NOT PY>2000
S10     29       S9 NOT PD=20000331:20041109
S11     29       RD (unique items)
File    2:INSPEC 1969-2004/Oct W5
           (c) 2004 Institution of Electrical Engineers
File    35:Dissertation Abs Online 1861-2004/Oct
           (c) 2004 ProQuest Info&Learning
File    65:Inside Conferences 1993-2004/Nov W1
           (c) 2004 BLDSC all rts. reserv.
File    99:Wilson Appl. Sci & Tech Abs 1983-2004/Sep
           (c) 2004 The HW Wilson Co.
File   233:Internet & Personal Comp. Abs. 1981-2003/Sep
           (c) 2003 EBSCO Pub.
File   474:New York Times Abs 1969-2004/Nov 08
           (c) 2004 The New York Times
File   475:Wall Street Journal Abs 1973-2004/Nov 08
           (c) 2004 The New York Times
File   583:Gale Group Globalbase(TM) 1986-2002/Dec 13
           (c) 2002 The Gale Group
File   256:TecInfoSource 82-2004/Jul
           (c)2004 Info.Sources Inc
```

11/5/1   (Item 1 from file: 2)
DIALOG(R)File   2:INSPEC

6756438
 Title: **How to become a virtual business**
  Author(s): Bell, I.
  Journal: Journal, the Chartered Insurance Institute   p.25-6
  Publisher: Chartered Insurance Inst,
  Publication Date: Sept. 2000 Country of Publication: UK
  CODEN: JCIIFE ISSN: 0957-4883
  Material Identity Number: B424-2000-005
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Practical (P)
  Abstract: Commentators tell us that we   **live** in a virtual world –
 virtual   reality , virtual **shopping** and virtual insurance all are
within our grasp because of the power of e-commerce. As an insurance
manager, if you are not seen to be punctuating your strategy meetings with
the phrases `bricks to clicks', `clicks and mortar' and `virtuality', you'd
better wise up, wire up or die. Welcome to the new world of virtual
business - if you're ready for it!. (0 Refs) .
  Subfile: D
  Descriptors: electronic commerce; insurance data processing; virtual
reality
  Identifiers: virtual business; virtual reality; virtual shopping; virtual
insurance; electronic commerce; strategy meetings; virtuality
  Class Codes: D2050G (Insurance); D2020 (Design and graphics); D2010 (
Business and professional)
  Copyright 2000, IEE

11/5/2   (Item 2 from file: 2)
DIALOG(R)File   2:INSPEC

6463632
 Title: **Simulation and virtual reality**
  Author(s): Holden, E.
  Journal: Manufacturing Management   vol.8, no.10   p.31, 33
  Publisher: Inside Communications,
  Publication Date: Nov.-Dec. 1999 Country of Publication: UK
  ISSN: 1367-1618
  SICI: 1367-1618(199911/12)8:10L.31:SVR;1-6
  Material Identity Number: G285-1999-010
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Practical (P)
  Abstract: Improved time-to- **market** speed and information share are just
a couple of advantages offered by current **simulation** and **VR** packages.
Recent advances in **simulation** software have focused on three main
areas-making it easy to use, enhancing the visualisation, and making
results easier to interpret. Consequently, companies are widening the use
of simulation within their organisation. Virtual reality combined with
simulation is one way of achieving better visual representation, but it can
add significantly to the time to build models and the cost of the software,
and it can be difficult to use. (0 Refs)
  Subfile: D
  Descriptors: digital simulation; engineering graphics; manufacturing
industries; production engineering computing; virtual reality
  Identifiers: virtual reality; simulation; visualisation; visual

representation; software
   Class Codes: D2070 (Industrial and manufacturing); D2020 (Design and
graphics)

   11/5/3   (Item 3 from file: 2)
DIALOG(R)File   2:INSPEC

5717396   INSPEC Abstract Number: C9711-7480-150
   Title: Factory animation by self-organization principles
   Author(s): Vaario, J.; Fujii, N.; Scheffter, D.; Mezger, M.; Ueda, K.
   Author Affiliation: Nara Women's Univ., Japan
   Conference   Title: Proceedings. International Conference on Virtual
Systems and MultiMedia, VSMM '97 (Cat. No.97100182)   p.235-42
   Publisher: IEEE Comput. Soc, Los Alamitos, CA, USA
   Publication Date: 1997 Country of Publication: USA   ix+252 pp.
   ISBN: 0 8186 8150 0   Material Identity Number: XX97-02377
   U.S. Copyright Clearance Center Code: 0 8186 8150 0/97/$10.00
   Conference   Title: Proceedings. International Conference on Virtual
Systems and MultiMedia VSMM '97 (Cat. No.97TB100182)
   Conference Sponsor: Int. Soc. Virtual Syst. & MultiMedia (VSMM); Univ.
Geneva (MIRALab-CUI); Comput. Graphics Soc. (CGS); IFIP WG 5.10
   Conference Date: 10-12 Sept. 1997   Conference Location: Geneva,
Switzerland
   Language: English   Document Type: Conference Paper (PA)
   Treatment: Practical (P)
   Abstract: A novel idea of combining virtual reality with automated action
control based on self-organization simulation is introduced. The concept
provides intelligent control for entities in virtual reality enabling the
user to participate in real-time to the self-organization simulation
through the virtual reality interface. The concept is demonstrated with an
implementation in a manufacturing domain, where a real world factory **shop**
-floor is modeled in virtual   reality , and factory operations are
controlled based on self-organization **simulation** . The control provides a
real time and continuous adaptation of the factory operations to the user
interactions and other environmental disturbances. The implementation is
based on distributed programming, where the self-organization simulator and
the virtual factory run on separate computers. Two programs continuously
interchange information through a local area network. The first
implementation has provided sufficient response times for real time user
interactions. (8 Refs)
   Subfile: C
   Descriptors: adaptive systems; computer animation; digital simulation;
electronic data interchange; engineering graphics; local area networks;
production engineering computing; self-adjusting systems; simulation;
virtual reality
   Identifiers: self-organization principles; factory animation; virtual
reality; automated action control; self-organization simulation;
intelligent control; real-time user participation; virtual reality
interface; manufacturing domain; real world factory shop-floor modelling;
factory operation control; continuous factory operation adaptation; real
time factory operation adaptation; user interactions; environmental
disturbances; distributed programming; virtual factory; program information
interchange; local area network; response times
   Class Codes: C7480 (Production engineering computing); C6130B (Graphics
techniques); C6130E (Data interchange); C5620L (Local area networks); C6185
(Simulation techniques)

11/5/4   (Item 4 from file: 2)
DIALOG(R)File   2:INSPEC

5445483   INSPEC Abstract Number: C9701-7810C-073
  Title: VR in industrial training
  Journal: VR News   vol.5, no.9   p.23-6
  Publisher: Cydata,
  Publication Date: Nov. 1996 Country of Publication: UK
  CODEN: VRNEFQ ISSN: 1360-3485
  SICI: 1360-3485(199611)5:9L.23:IT;1-0
  Material Identity Number: D422-96009
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Applications (A); Practical (P)
  Abstract: Training is a **market** with great potential for **virtual reality** . The technology of **VR** has developed in part from flight **simulation** training systems, and there is obviously also a wide range of industrial applications where zero-risk, lower-cost VR-based training will offer significant advantages over real-world training. The paper provides a look at virtual reality training applications being developed at several different international locations. It also discusses the methods by which VR companies have started to train their clients for the use of virtual reality, and provides a discussion of evaluative efforts. (0 Refs)
  Subfile: C
  Descriptors: computer based training; user interfaces; virtual reality
  Identifiers: industrial training; computer based training; virtual reality; flight simulation training systems; industrial applications; low cost; companies; client training
  Class Codes: C7810C (Computer-aided instruction); C6130B (Graphics techniques); C6180 (User interfaces)

11/5/5   (Item 5 from file: 2)
DIALOG(R)File   2:INSPEC

5039582   INSPEC Abstract Number: B9510-6210R-040, C9510-6130M-030
   Title: Using multimedia and virtual reality in engineering and manufacturing
  Author(s): Machover, C.
  Conference Title: Professional Program Proceedings. Electro/95 International (Cat. No.95CH35790)   p.187-237
  Publisher: IEEE, New York, NY, USA
  Publication Date: 1995 Country of Publication: USA   484 pp.
  ISBN: 0 7803 2633 4
  U.S. Copyright Clearance Center Code: 0 7803 2633 4/95/$4.00
  Conference Title: Proceedings of Electro/International 1995
  Conference Sponsor: IEEE Region 1; METSAC & CNEC; ERA - New York & New England Chapters
  Conference Date: 21-23 June 1995   Conference Location: Boston, MA, USA
  Language: English   Document Type: Conference Paper (PA)
  Treatment: General, Review (G); Practical (P)
  Abstract: New visual technologies like virtual reality and multimedia that expand the computer graphics "tool kit" have been often associated with "fringe" applications in art and entertainment. However, there are a growing number of actual and potential applications in engineering and manufacturing such as: automotive design, industrial design, mechanical design, architecture, computational fluid dynamics, human factors analysis,

telepresence (remote manipulation), training/ **simulation** , documentation, and **marketing** . For example, forecasters estimate that **VR** and multimedia applications in engineering and manufacturing will account for about 1/3 of the $11.1 billion revenues developed in 1994. This paper will update you on what's happening with the new visual technologies, help you understand what virtual reality and multimedia are, how they are related, review for what applications virtual reality and multimedia are now being used in engineering and manufacturing, separate what's real from what's hype, discuss what products and services are available and from whom, discuss the markets sizes, review what are the impediments to growth, and discuss what we can expect in the near future. (0 Refs)

  Subfile: B C
  Descriptors: multimedia systems; virtual reality
  Identifiers: multimedia; virtual reality; engineering; manufacturing; computer graphics; automotive design; industrial design; mechanical design; computational fluid dynamics; human factors analysis; telepresence; remote manipulation; training; simulation; documentation; marketing; visual technologies
  Class Codes: B6210R (Multimedia communications); C6130M (Multimedia); C6130B (Graphics techniques); C6180 (User interfaces)
  Copyright 1995, IEE

11/5/6   **(Item 6 from file: 2)**
DIALOG(R)File   2:INSPEC
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4858140   INSPEC Abstract Number: C9502-6130B-058
Title: Cab simulators
  Author(s): Denne, P.
  p.9-14
  Publisher: Mecklermedia, London, UK
  Publication Date: 1994   Country of Publication: UK   180 pp.
  ISBN: 0 88736 972 3
  Conference Title: Proceedings of London Virtual Reality EXPO'94
  Conference Date: 31 Jan.-2 Feb. 1994   Conference Location: London, UK
  Language: English   Document Type: Conference Paper (PA)
  Treatment: Practical (P)
  Abstract: Most public experience of virtual reality to date has been in cab simulators like the big Rediffusion machines, the Super X fourteen-seater machines, and the wide-screen simulators in Universal Studios and Luxor, the new experience at Las Vegas. These illusions use prerecorded visual imagery and pre-programmed motion of the "hang on tight" variety. The recent breakthrough in electromagnetic motion base technology means that we are about to see a new range of personal cab **simulators** come onto the **market** . Research predicts that these small, real-time interactive machines will dominate the field for **virtual**   **reality** applications in entertainment. (0 Refs)
  Subfile: C
  Descriptors: digital simulation; entertainment; virtual reality
  Identifiers: virtual reality; big Rediffusion machines; Super X fourteen-seater machines; wide-screen simulators; Universal Studios; Luxor; prerecorded visual imagery; pre-programmed motion; electromagnetic motion base technology; personal cab simulators; small real-time interactive machines; entertainment
  Class Codes: C6130B (Graphics techniques); C6185 (Simulation techniques) ; C7820 (Humanities computing)
  Copyright 1995, IEE

11/5/7   **(Item 7 from file: 2)**

4806904   INSPEC Abstract Number: C9412-6130B-022
 Title: Going to the shopping mall via VR
  Author(s): House, G.
  Journal: Virtual Reality World   vol.2, no.6   p.41-3
  Publication Date: Nov.-Dec. 1994 Country of Publication: USA
  CODEN: VRWOEW ISSN: 1060-9547
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Practical (P)
  Abstract: Since October 1993, Fredrickson and Zlotin have been working on
In the Bag at the University of California in San Diego and the San Diego
Supercomputer Center. From the start, their plan has been to develop a **VR**
 system that   **simulates**   a typical day at the   **mall** ·. Essentially,
 shoppers   will move through a lifelike representation of a shopping mall,
entering as many stores as they like and selecting as many items as they
like-all without leaving the comfort of home. Interaction with the virtual
shopping mall is made possible by using a cyberglove and a spaceball. Also
necessary is a pair of liquid crystal display (LCD) shutter glasses, which
enhance the shopping experience by allowing shoppers to see spaces and
merchandise in 3D. While the glove tracks the position and orientation of
the shopper's hand, the spaceball provides movement and rotation in all
directions. To select from available items, the shopper simply points and
takes hold of the object of choice. To buy, the shopper then drops the
object into the indicated shopping bag.' (0 Refs)
  Subfile: C
  Descriptors: data gloves; liquid crystal displays; virtual reality
  Identifiers: VR; In the Bag; shoppers; stores; virtual shopping mall;
cyberglove; spaceball; liquid crystal display shutter glasses; merchandise;
position; orientation; movement; rotation; shopping bag
  Class Codes: C6130B (Graphics techniques); C5540B (Interactive-input
devices)

 11/5/8   (Item 8 from file: 2)

4669238   INSPEC Abstract Number: C9406-7340-031
 Title: Dynamic Terrain (simulation project)
  Author(s): Moshell, J.M.; Blau, B.; Xin Li; Lisle, C.
  Author Affiliation: Dept. of Comput. Sci., Central Florida Univ.,
Orlando, FL, USA
  Journal: Simulation   vol.62, no.1   p.29-40
  Publication Date: Jan. 1994 Country of Publication: USA
  CODEN: SIMUA2 ISSN: 0037-5497
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Practical (P)
  Abstract: While many are familiar with flight simulators, there is also a
growing body of ground-based simulation training systems. The Army/DARPA
sponsored SIMNET project involved over 200 armor and aircraft simulators in
a complex network, designed to teach combined arms combat skills. The
follow-on Close Combat Tactical Trainer (CCTT) project will be the largest
training simulator acquisition in history. In addition, realtime
interactive **simulation** is moving beyond military training into the
potentially much larger **market** of commercial, entertainment and
educational applications currently being called " **virtual reality** ".
However, no existing realtime **simulation** supports a truly interactive
world. In particular, the terrain (soil, water and vegetation) is nearly or

completely immutable in today's simulators. In a word, the terrain is not dynamic. The project presented, explores the hypothesis that it is economically feasible to construct networked realtime simulators which incorporate useful simulations of dynamic terrain phenomena. The authors have evaluated the computational requirements of realtime graphical dynamic terrain simulation with both theoretical models and prototypes, and conclude that useful levels of terrain dynamics can be incorporated in the next generation of low-cost, high-volume training simulators and virtual environments. (19 Refs)
  Subfile: C
  Descriptors: computer graphics; digital simulation; geophysics computing; real-time systems; virtual reality
  Identifiers: Dynamic Terrain; simulation project; flight simulators; ground-based simulation training systems; Army/DARPA sponsored SIMNET; aircraft simulators; complex network; combined arms combat skills; realtime interactive simulation; educational applications; virtual reality; soil; water; vegetation; networked realtime simulators; dynamic terrain phenomena ; computational requirements; realtime graphical dynamic terrain simulation ; theoretical models; terrain dynamics; high-volume training simulators; virtual environments
  Class Codes: C7340 (Geophysics); C6185 (Simulation techniques); C6130B (Graphics techniques)

11/5/9   **(Item 9 from file: 2)**
DIALOG(R)File   2:INSPEC
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4631647   INSPEC Abstract Number: C9405-6180G-004
 Title: Virtual reality market analysis
  Author(s): Barker, Q.
  Author Affiliation: Fuqua Sch. of Bus., Duke Univ., Durham, DC, USA
  Journal: Virtual Reality World   vol.2, no.2   p.55-64
  Publication Date: March-April 1994 Country of Publication: USA
  CODEN: VRWOEW ISSN: 1060-9547
  U.S. Copyright Clearance Center Code: 1060-9547/94/$15+0.
  Language: English   Document Type: Journal Paper (JP)
  Treatment: General, Review (G)
  Abstract: Presents a **market** analysis (including **market** size) of heat mounted displays (pixel count and refresh rate), and **VR** applications (architectural walkthroughs, molecular modelling, surface science, medical imaging, flight and space **simulation**, financial **markets** modelling, software visualization, information visualization, low-vision enhancement, military uses and entertainment). (44 Refs)
  Subfile: C
  Descriptors: computer applications; display devices; DP industry; marketing; virtual reality
  Identifiers: virtual reality; flight simulation; market analysis; market size; heat mounted displays; pixel count; refresh rate; architectural walkthroughs; molecular modelling; surface science; medical imaging; space simulation; financial markets modelling; software visualization; information visualization; low-vision enhancement; military uses; entertainment
  Class Codes: C6180G (Graphical user interfaces); C0200 (General computer topics); C7000 (Computer applications); C5540 (Terminals and graphic displays)

 11/5/10   **(Item 10 from file: 2)**
DIALOG(R)File   2:INSPEC
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04223246   INSPEC Abstract Number: C9210-6130B-024
 Title: **The virtues of virtual reality**
  Author(s): Theasby, P.J.
  Journal: GEC Review   vol.7, no.3   p.131-45
  Publication Date: 1992 Country of Publication: UK
  CODEN: GECREP ISSN: 0267-9337
  Language: English   Document Type: Journal Paper (JP)
  Treatment: Applications (A)

  Abstract: Marconi Simulation have been producing simulators for over 27
years for the military and industrial sectors. The term 'simulator' is a
broad description of the application of a variety of technologies and
techniques, which have synergy with emerging virtual reality systems. It is
anticipated   that   virtual   reality   technologies   and techniques will
significantly change the face of simulation, not only providing improved
training efficiency and effectiveness, but also opening up new products and
new **markets** . The author looks at several **virtual   reality** applications
and discusses **simulator** technology. (17 Refs)
  Subfile: C
  Descriptors: computer graphics; digital simulation; user interfaces
  Identifiers: user interfaces; computer graphics; Marconi Simulation;
virtual reality systems; virtual reality applications; simulator technology
  Class Codes: C6130B (Graphics techniques); C6180 (User interfaces);
C7000 (Computer applications); C5540B (Interactive-input devices)

 11/5/11   (Item 11 from file: 2)
DIALOG(R)File   2:INSPEC

04175226   INSPEC Abstract Number: C9208-7890-001
   Title: **Science-fiction   visions   on   the   threshold   of   realisation.
'Artificial worlds as a new communications level' (1989-1992)**
  Author(s): Willim, B.
  Journal: Fernseh- und Kino-Technik   vol.46, no.2   p.119-27
  Publication Date: 1992 Country of Publication: West Germany
  CODEN: FNKTAH ISSN: 0015-0142
  Language: German   Document Type: Journal Paper (JP)
  Treatment: Applications (A); Practical (P)

  Abstract: For pt.1 see ibid, vol.46 no.1, p.31-4, 36-7 (1992). This part
reviews progress in **virtual   reality** (**VR**), with the first prototypes
appearing for the PC **market** . Retina scanning, flight **simulation** and the
University of North Carolina's research are considered. New **VR** systems
are under development, including the first cost-effective interfaces. The
space glove, and strong feedback in cyberspace are covered. The goal of VR
research is stated as the simulation of all the senses, with cyberspace as
the future communications level. (5 Refs)
  Subfile: C
  Descriptors: aerospace simulation; computer animation; feedback;
graphical user interfaces; technological forecasting
  Identifiers: retina scanning; flight simulation; communications level;
virtual reality; cost-effective interfaces; space glove; strong feedback;
cyberspace
  Class Codes: C7890 (Other special applications); C7460 (Aerospace
engineering); C6180G (Graphical user interfaces)

 11/5/12   (Item 1 from file: 35)
DIALOG(R)File   35:Dissertation Abs Online

01564646   ORDER NO: AAD97-22605
THE EFFECT OF PACKAGE PICTURES ON CHOICE: AN EXAMINATION OF THE MODERATING EFFECTS OF BRAND TYPE, PRODUCT BENEFITS, AND INDIVIDUAL PROCESSING STYLE
   Author: UNDERWOOD, ROBERT LEE
   Degree: PH.D.
   Year: 1996
   Corporate Source/Institution: VIRGINIA POLYTECHNIC INSTITUTE AND STATE
         UNIVERSITY (0247)
   Chair: NOREEN KLEIN
   Source: VOLUME 58/02-A OF DISSERTATION ABSTRACTS INTERNATIONAL.
         PAGE 520.   291 PAGES
   Descriptors: BUSINESS ADMINISTRATION, MARKETING ; PSYCHOLOGY, BEHAVIORAL
   Descriptor Codes: 0338; 0384

     Packaging design issues are rapidly gaining the attention of product
managers as evidence indicates that a majority of consumers are making
choice decisions at point of purchase. The marketing literature contains
relatively little theoretical development in the area of packaging and its
communicative effects. This dissertation seeks to provide a theoretical
framework for understanding the effects of visual package information,
specifically, the effects of incorporating a picture or illustration of the
product. The research integrates literature from the information processing
paradigm (e.g., visual/verbal information processing, cue utilization,
accessibility/diagnosticity framework, multiattribute attitude model), the
brand equity area (e.g., brand type, product benefits) and behavioral
decision theory (e.g., product uncertainty, perceived quality, brand
familiarity) as a basis for predicting the effects of product pictures on
attention, product evaluations, quality perceptions, and choice. The model
proposes that these effects will vary as a function of differences in the
nature of product benefits (i.e., low experiential vs. high experiential),
brand type (i.e., national vs. private label), and individual processing
style (i.e., visual vs. verbal). The research was conducted in two studies,
one of which utilized a **virtual reality simulated shopping** software
system called Visionary **Shopper** . In the examination of package design on
attention and choice in Study 1, the predicted picture superiority effect
received only partial support. When analyzing food as a between subjects
variable (high vs. low experiential benefits), pictures improved attention
to the private label brands. When analyzing the four food categories
individually, the addition of a product picture significantly enhanced
attention to the private label brand of candy, attention to the private
label brand of bacon, and choice of the private label brand of candy bars.
Pictures had little effect on any of the national brand products. Study 2
results suggest that the addition of a picture did not have a significant
effect on brand evaluation, perceived quality, or choice. Results
generating support for the picture superiority hypothesis in Study 2
include a significant positive effect for picture on beliefs about the
taste of the product and on subjects' attitudes toward the package.

11/5/13   (Item 1 from file: 65)
DIALOG(R)File   65:Inside Conferences
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02274276   INSIDE CONFERENCE ITEM ID: CN023803613
 Virtual   Reality   Shopping   Simulation   **for the Modern** Marketer
  Cohen, S.; Gadd, M.
  CONFERENCE: European Society for Opinion and Marketing Research-Marketing
    research congress; 48th
  ESOMAR MARKETING RESEARCH CONGRESS, 1995; 48th P: 269-284
  ESOMAR, 1995

ISBN: 9283112296
LANGUAGE: English DOCUMENT TYPE: Conference Papers
   CONFERENCE SPONSOR: European Society for Opinion and Market Research
        (ESOMAR)
   CONFERENCE LOCATION: The Hague
   CONFERENCE DATE: Sep 1995 (199509) (199509)

   BRITISH LIBRARY ITEM LOCATION: 3811.276000
   DESCRIPTORS: ESOMAR; opinion research; market research

 11/5/14   (Item 1 from file: 99)
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs
(c) 2004 The HW Wilson Co. All rts. reserv.

1764838 H.W. WILSON RECORD NUMBER: BAST96045178
Cinetropolis
AUGMENTED TITLE: high-tech entertainment centers
Handley, Cathy;
Compressed Air v. 101 (July/Aug. '96) p. 25-9
DOCUMENT TYPE: Feature Article ISSN: 0010-4426 LANGUAGE: English
RECORD STATUS: Corrected or revised record

ABSTRACT: The high-tech entertainment industry is just starting to take
off. Iwerks Entertainment, Burbank, California, is one company that is
hoping to expand its **market** in this area. The company has developed the
Cinetropolis--an area packed with **virtual - reality** adventures, specialty
giant-screen theaters, and **simulated** rides. The first Cinetropolis was
built in 1994 in Foxwoods Resort Casino in Ledyard, Connecticut. Later
that same year, the company opened a second Cinetropolis in a shopping mall
in Chiryu, Japan. It currently has plans for 30 more centers in Asia, with
up to 60 worldwide. Another player in the industry is the IMAX
Corporation, which is known for its 3-D IMAX pictures that give viewers a
real sense of being in the picture. Finally, the latest trend is for the
"high-touch" experience, in which the audience shares emotional feelings.
DESCRIPTORS: Imax motion pictures; Virtual reality; Computer animation;

 11/5/15   (Item 2 from file: 99)
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs
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1627620 H.W. WILSON RECORD NUMBER: BAST96017607
Virtual reality goes to work
Chinnock, Chris;
Byte v. 21 (Mar. '96) p. 26-7
DOCUMENT TYPE: Feature Article ISSN: 0360-5280 LANGUAGE: English
RECORD STATUS: Corrected or revised record

ABSTRACT: Virtual reality (VR) is set to change mainstream computing.
Thanks to the Internet, digital convergence, and new development tools and
hardware, vendors and analysts predict that over the next two years VR
technologies will become commonplace. Traditional arcade-style VR
entertainment centers, as well as medical, military, and industrial VR
simulators , will improve, and new industries and applications will adopt
VR . According to Doug Schiff, vice president of **marketing** at **VR** -tool
developer Division, a key trend in **VR** is decreasing prices for
high-performance graphics platforms; another key trend is that VR
development software is becoming easier to use and less costly. Virtual 3-D
worlds on the Internet are also discussed.

DESCRIPTORS: VRML (Computer language); Medical simulators;

11/5/16   (Item 3 from file: 99)
DIALOG(R)File 99:Wilson Appl. Sci & Tech Abs
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1175427 H.W. WILSON RECORD NUMBER: BAST94044039
[Power Challenge servers bring supercomputing to the masses]
Datamation v. 40 (July 15 '94) p. 84
DOCUMENT TYPE: Feature Article ISSN: 0011-6963 LANGUAGE: English
RECORD STATUS: New record

ABSTRACT: Silicon Graphics hopes that its new Power Challenge line of
servers will be able to compete in new and old markets areas. The high end
of the product range provides performance sufficient to interest users in
the traditional core supercomputing markets of defense, academia, and
national security, along with the automotive, chemical, and pharmaceutical
industries. The product line is also aimed at nontraditional **market**
areas, such as **virtual   reality** -based **simulators** and financial
analysis.

DESCRIPTORS: Supercomputers; Network servers; Silicon Graphics, Inc;

11/5/17   (Item 1 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
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00454152   97WW03-007
   **New chat format -- Will Live World's VR `ChatZines,' with content
experts functioning as moderators, attract advertisers?**
   Wang, Nelson
   WebWeek , March 3, 1997 , v3 n5 p21, 26, 2 Page(s)
   ISSN: 1081-3071
   Company Name: LiveWorld Productions
   Product Name: TalkCity
   Languages: English
   Document Type: Articles, News & Columns
   Geographic Location: United States
   Focuses on the ChatZines, an interactive chat format being offered by
LiveWorld Productions Inc., which combines **virtual   reality** technology
with **live** content experts to facilitate discussion and enhance the
content. Says its target **markets** are families and educational users and
the ChatZines are part of an overall strategy to develop its TalkCity site
and broaden existing community-based chat forums. Addresses the issue of
bringing advertising into the ChatZine format which some industry experts
think has potential, while some question whether true revenues can be
realized. Concludes that advertisers will be offered sponsorships of themed
content including ChatZines, as well as the opportunity to develop
interactive ads using the ChatZine technology. Includes one photo and one
screen display. (phi)
   Descriptors: Advertising; Newsgroups; Web Publishing
   Identifiers: TalkCity; LiveWorld Productions

11/5/18   (Item 2 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.
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00441122   96PI11-068
VRML browsers
Von Schweber, Linda; Von Schweber, Erick
PC Magazine , November 5, 1996 , v15 n19 p256-263, 5 Page(s)
ISSN: 0888-8507
Company Name: Vream
Product Name: WIRL
Languages: English
Document Type: Buyer and Vendor Guide
Grade (of Product Reviewed): A
Hardware/Software Compatibility: Netscape Navigator; Microsoft Internet Explorer
Geographic Location: United States
Presents a buyers' guide to Virtual Reality Modeling Language (VRML) browsers. Explains that these are ``complete realtime 3-D rendering engines with navigation controls that allow you to explore 3-D space and examine 3-D objects.'' Features eleven products from eleven manufacturers. Selects WIRL v1.1 ($NA) from Vream Inc. of Chicago, IL, (312) as the PC Magazine Editors' Choice. Claims that this choice offers an impressive performance and is the best general-purpose browser of those tested. Notes that this free product allows the user to view worlds from a wide number of sources, and it provides an impressive rendering quality. Also points out that this browser acts as a plug-in for both Netscape Navigator and Microsoft Internet Explorer. Includes ten screen displays, one table, and benchmark test results. (kgh)
   Descriptors: VRML; Web Browsers; Three-dimensional Graphics; **Virtual Reality** ; **Simulation** ; Software Review; **Vendor** Guide
   Identifiers: WIRL; Vream

   11/5/19   **(Item 3 from file: 233)**
DIALOG(R)File 233:Internet & Personal Comp. Abs.
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00441119   96PI11-065
   VR and 3-D players eye the Web
   Von Schweber, Linda; Von Schweber, Erick
   PC Magazine , November 5, 1996 , v15 n19 p246, 1 Page(s)
   ISSN: 0888-8507
   Company Name: Sense8; Datapath; Lightscape Technologies; Vream
   Product Name: World Up; RealiMation Space Time Editor; Lightscape Visualization System; VRCreator
   Languages: English
   Document Type: Buyer and Vendor Guide
   Geographic Location: United States
   Presents a buyers' guide to four VRML/virtual reality tools from four manufacturers. Provides capsule reviews for: World Up ($4,000), a full-interactive simulation environment from Sense8; RealiMation Space Time Editor ($299), a real-time simulation and game development environment from Datapath Ltd.; Lightscape Visualization System ($2,995), a tool for computing and applying radiosity lighting offline from Lightscape Technologies; and VRCreator 2 ($99), a set of over 1,000 VRML 2.0-compliant objects and beha from Vream. Also discusses the VRML capabilities of two 3-D development programs: 3D Studio Max ($34.95) from Kinetix and TriSpectives Professional ($NA) from 3D/EYE. (kgh)
   Descriptors: **Virtual Reality** ; VRML; Three-dimensional Graphics; **Simulation** ; Software Tools; **Vendor** Guide
   Identifiers: World Up; RealiMation Space Time Editor; Lightscape Visualization System; VRCreator; Sense8; Datapath; Lightscape Technologies; Vream

Bode Akintola   09-Nov-04   EIC 3600

11/5/20   (Item 4 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.

00381216   95AW04-001
   Fractal Landscapes -- What could be more exciting than creating your own planet? That's exactly what 3-D landscape generation programs let you do
   Brown, Mark R
   AmigaWorld , April 1, 1995 , v11 n4 p17-20, 4 Page(s)
   ISSN: 0883-2390
   Company   Name: Natural   Graphics;   Virtual   Reality   Labs;   Questar
Productions;   MegageM
   Product   Name: Scenery   Animator;   VistaPro;   World Construction Set;
 Fractal Pro;   Scapemaker
   Languages: English
   Document Type: Buyer and Vendor Guide
   Hardware/Software Compatibility: Amiga
   Geographic Location: United States
   Presents   a   buyers'   guide to 3-D fractal landscape generating programs
for   the   Amiga.   Three   commercial   programs   are   discussed, along with a
listing   of available shareware programs. The commercial programs available
are: Scenery   Animator ($99.95) from Natural Graphics (916), VistaPro v3.1
($99.95) from Virtual Reality Labs (805), and World Construction Set ($250)
from   Questar   Productions   (303). Two VistaPro support programs are offered
by   MegageM   (805):   Fractal   Pro   ($149.95)   and   Scapemaker 3.0 ($49.95).
Provides   instructions   on   how to create your own fractal landscapes which
are   of   interest to not only graphics designers but also to scientists and
photographers   because   they   allow   virtual research before going into the
field.   A   sidebar discusses obtaining United States Geological Survey Data
Elevation   Models   for   use   in creating fractal landscapes. Includes seven
screen displays. (eqb)
   Descriptors: Three-dimensional   Graphics;   **Simulation** ;   Amiga;
Virtual   Reality ;   **Vendor**   Guide;   Software;   Geography
   Identifiers: Scenery   Animator;   VistaPro;   World   Construction   Set;
Fractal   Pro;   Scapemaker;   Natural   Graphics;   Virtual   Reality   Labs;
Questar Productions;   MegageM

11/5/21   (Item 5 from file: 233)
DIALOG(R)File 233:Internet & Personal Comp. Abs.

00321105   93IN08-305
   Virtual   reality   101   --   Aerospace   leaders   and Wall Street introduce tomorrow's technology to business users
   Leibs, Scott
   InformationWEEK , August 23, 1993 , n439 p38-40, 2 Page(s)
   ISSN: 8750-6874
   Company   Name: Rockwell   International;   Maxus   Systems   International;
Northrop
  ·Languages: English
   Document Type: Feature Articles and News
   Geographic Location: United States
   Discusses   development   of   virtual   reality   technologies.   Tells   how
Rockwell   International   Corp. is using virtual manufacturing technology to
fit   parts   together   so   that   models don't need to be produced. Says that
government   and   defense   contractors   have   been   prime   movers in virtual
reality   technology   and mentions a Department of Defense **simulated** recap

of key battles in a networked **virtual reality** application. Discusses Maxus Systems International's development of a stock **market virtual reality** application in which users fly through an environment of 10 dimensions, visualizing complex relationships that might be missed on current software. Predicts that manufacturers will restructure around virtual reality the way that corporations restructured around information. Contains two photos. (GC)

    Descriptors: Virtual Reality; Product Development; Industrial Computing; Modeling

    Identifiers: Rockwell International; Maxus Systems International; Northrop

11/5/22   (Item 1 from file: 475)
DIALOG(R)File 475:Wall Street Journal Abs
(c) 2004 The New York Times. All rts. reserv.

07908974   NYT Sequence Number: 000000960731
IN THE LAB: VIRTUAL REALITY GETS CLOSER TO REAL THING
HARDY, QUENTIN
Wall Street Journal, Col. 1, Pg. 6, Sec. B
Wednesday July 31 1996
DOCUMENT TYPE: Newspaper JOURNAL CODE: WSJ LANGUAGE: English
RECORD TYPE: Abstract

ABSTRACT:
    In the Lab column discusses experiments with **virtual reality** at Evans & Sutherland Computer Corp; find that cheaper computer power is taking the **virtual reality market** from military **simulation** into the realm of city planning, planetariums and film re-creations (M)

COMPANY NAMES: Evans & Sutherland Computer Corp
DESCRIPTORS: COMPUTERS AND INFORMATION SYSTEMS; Virtual Reality
  (Computers)
PERSONAL NAMES: HARDY, QUENTIN

11/5/23   (Item 1 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06481295
VR develops as method of training managers
  UK: SAFEWAY TRAINS MANAGERS USING VR SOFTWARE
Grocer (GR)   7 June 1997 p.8
Language: ENGLISH

The use of 3-dimensional computer graphics, which **simulate** the inside of a **shop** , is being used to train managers at the UK supermarket firm Safeways. The Quicktime **Virtual Reality** system is being used and it is hoped that this training method will allow someone to more quickly get a feel for how the retail business operates.

COMPANY: SAFEWAYS

PRODUCT: Vocational Education (8240); Job & Vocational Services (8330);
    Food Retailing (5400); Retail Trade (5200);
EVENT: null (00);
COUNTRY: United Kingdom (4UK);

11/5/24   (Item 2 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06104984
It's curtains for Orchard Theatre next month
  SINGAPORE: NEW THEATRE TO BE PUT UP
Business Times (XBA)   25 Jan 1995 P.2
Language: ENGLISH

The Orchard Theatre in Singapore will be demolished on 6 February 1995. The
demolition work will be carried out by Resource Piling. The Orchard
Theatre, which is part of the Cathay Organisation chain of cinemas, will be
replaced by a S$ 90 mn nine-storey entertainment centre. Called The
Orchard, it will feature: 1. a five-hall cineplex with a seating capacity
of 1,350 people 2. specialty **shops** 3. an amusement centre 4. a dynamic
motion **simulator** theatre 5. **virtual reality** games 6. a basement food
court 7. fast-food outlets 8. theme restaurants. The Orchard has been
scheduled for opening in 1997.

COMPANY: THE ORCHARD; CATHAY ORGANISATION; RESOURCE PILING; THE ORCHARD
THEATRE

PRODUCT: Nonresidential Buildings NEC (1542); Theatre Arts (8423);
EVENT: Capital Expenditure (43);
COUNTRY: Singapore (9SIN);

11/5/25   (Item 3 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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06085531
Blockbuster Opening Multimedia Chain
  US: BLOCKBUSTER INITIATES BLOCK PARTY CONCEPT
Billboard (BBD)   03 Dec 1994 p. 82, 86
Language: ENGLISH

The Block Party concept from Blockbuster Entertainment Group marks this US
company's first foray into location-based entertainment and will start off
with the opening of a complex in Albuquerque, New Mexico, on 19 December
1994. Block Party will offer myriad forms of entertainment, such as films,
video games and **virtual reality simulations** , and is aimed at the
18-45 age bracket. This **store** and a second on Indianapolis, scheduled to
emerge in January 1995, potentially cover a 1mn-strong market and will
gauge demand for a chain of such outlets, giving the older enthusiast the
opportunity to take part in the multimedia experience. It is envisaged that
the 25,000 to 40,000 square feet Block Party sites will appear in both
small and large cities.

COMPANY: BLOCKBUSTER ENTERTAINMENT GROUP

PRODUCT: Video Games Software (7372VG);
EVENT: Product Design & Development (33);
COUNTRY: United States (1USA);

11/5/26   (Item 4 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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05965396
Imax screens new plans as it mulls listing
  CANADA: IMAX EYES NEW FORMS OF ENTERTAINMENT
Financial Post (TFP)   26 Mar 1994 p. 9
Language: ENGLISH

Imax is preparing to launch new kinds of out-of-home entertainment with
analysts also expecting the company to list publicly shortly. The company,
known for its wide screen films screened at amusement parks and museums
around the world, believes that simulator rides will hold the key to future
growth. Vice chairman, Richard Gelfond, and chairman and interim chief
executive, Bradley Wechsler, believe that **shopping   malls** , urban
entertainment centres and video arcades may soon have interactive, **virtual
   reality** computer games along with **simulator** rides which are based on
popular feature films. The company is now in talks with Hollywood film
studios and major home computer game firms to being these new types of
entertainment to world cities. Sony is working with the company on a
Manhattan-based entertainment centre, with other centres expected to be
constructed in Chicago and San Francisco.

COMPANY: IMAX; SONY
PRODUCT: Video Games Software (7372VG);
EVENT: Planning & Information (22); Company Formation (14);
COUNTRY: Canada (2CAN);

11/5/27   (Item 5 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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05894581
Growing enthusiasm for electronic imagery
  UK: STRONG GROWTH FORECAST FOR VIRTUAL REALITY
Financial Times (FT)   12 Oct 1993 p.20
Language: ENGLISH

The virtual reality (VR) market is expanding by 80-100% per year currently,
and it will be worth GBP 1bn by the end of the 1990s, according to Charles
Grimsdale, chief executive of the VR company Division. The market can be
split into three sections, entertainment, computer aided design &
manufacturing and **simulation** & training. Entertainment currently accounts
for around 30% of the **market** , but its share is likely to go down as
companies turn towards **VR** for computer-aided design and **simulation** . The
article discusses the **market** in some detail, and looks at Virtuality, the
VR company formerly known as W Industries, which is making its stock
market debut in a bid to raise around GBP 10mn.

COMPANY: W INDUSTRIES; VIRTUALITY

PRODUCT: Computer Software (7372); Video Games Software (7372VG);
    Electronic Games (3651EG); CAD/CAM Systems (3573CC);
EVENT: Market & Industry News (60);
COUNTRY: United Kingdom (4UK);

11/5/28   (Item 6 from file: 583)
DIALOG(R)File 583:Gale Group Globalbase(TM)
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04816166
Brave new wrorld of electronics
  WORLD - BRAVE NEW WORLD OF ELECTRONICS
Financial Times (C) 1991 (FT)   8 January 1992   p18

World: this article looks in detail at the way in which the rapid pace of
changing   technology   is   shifting   the   business   strategy   of   consumer
electronics companies. The pace of change, including the rapid advance of
digital processing, has torn down the barriers between separate categories
of goods, such as televisions, telephones, stereos and computers, and is
leading to new types of products - many in the broad category of
multi-media devices that perform multiple functions. It has also prompted a
budding strategic alliance between Sony, the Japanese consumer company, and
Apple Computer, the US personal computer maker, two of the most innovative
companies in their respective fields. Companies' success in developing new
products will determine whether they are able to maintain the rapid growth
that has characterised the electronics industry for several decades. The
growth products of the 1980s are a pproaching market saturation and new
products are needed to sustain the momentum. The electronics companies will
also be keen to get a decent return from their research spending. This
article also looks in detail at some of the consumer electronics coming to
 market   now: Video displays; Digital music; Compact discs; **Virtual
 reality** : the interactive computer **simulation** of visual, audio and
tactile reality, triggered by body movements; Multi media: the buzzword for
a new generation of computers with sophisticated video and audio
capabilities. Also mentioned: Sharp, Philips, Matsushita, Pioneer Electric,
Motorola, Toshiba, JVC. (Abstract)**
Copyright: Financial Times Ltd 1991

COMPANY: SHARP; SONY

PRODUCT: Consumer Electronics (3650); Compact Discs (3652CD);
EVENT: MARKET & INDUSTRY NEWS (60); MARKET & INDUSTRY NEWS (60);
COUNTRY: United Kingdom (4UK); OECD Europe (415); NATO Countries (420);
    South East Asia Treaty Organisation (913);

  11/5/29   (Item 7 from file: 583)
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04328234
CONVEX SEES VIRTUAL REALITY AS HOT MARKET
  US - CONVEX SEES VIRTUAL REALITY AS HOT MARKET
Computergram International (CGI)   13 June 1991 p1
ISSN: 0268-716X

Convex   Computer   is   targeting   its   new   Preemptor   5000 real-time
minisupercomputers at three sectors of the real-time **market** - flight
 simulation , **virtual** **reality** and high-speed data acquisition.
According to UK technical **marketing** manager Ilana Ron, the estimated
USDlr1,200 mil-a-year market for real-time processing is divided into four
main segments - the low end of the market, mainly shipments of board-level
real-time products for personal computers and workstations, accounts for
50% of shipments; the mid-range market - systems between USDlr250k and
USDlr500k - accounts for 21%; the high-end USDlr500k-to-USDlr2 mil systems
account for 12.5%; and the very high-end USDlr2 mil-and-above sector -
dominated by military applications - represents 0.5% of worldwide
shipments. Convex has positioned itself in the USDlr250k to USDlr2 mil
bracket, where it comes up against the DEC VAX 6000, the Alliant Computer
Systems FX/800 and the Concurrent Computer 3200MP. The Preemptor 5300

Bode Akintola   09-Nov-04   EIC 3600

entry-level machine can be configured with one or two processors sharing up to 500Mb of memory coupled with from one to three programmable input-output processors. It processes 100 MIPS and yields from 50 to 200 MFLOPS of real-time processing and 80Mbytes-per-second throughput.

PRODUCT: Minicomputers (3573MN);
EVENT: PRODUCTS, PROCESSES & SERVICES (30);
COUNTRY: United States (1USA); NATO Countries (420); South East Asia
    Treaty Organisation (913);